

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Connie Carmichael et al      Art Unit: 2173  
Serial No: 09/638,304      Examiner: Cao Nguyen  
Filed : August 14, 2000  
TITLE: Systems and Methods for Immersive Advertising

AMENDMENT (AFTER FINAL REJECTION)

Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Official Action dated July 12, 2007, kindly  
amend the above referenced application as follows:

Amendments to the claims begin on page 2 of this paper.

Applicant Remarks begin on page 12 of this paper.

OK to enter  
per RCT 1-14-08

~~Do Not Enter~~  
11/11/07  
Cn